CONTINUING AUDIT

OF

MARQUEE VALUES

Winter 1949-1950

Number 40

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CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets* that group accounts for at the box offices of the nation.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community -- in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-

not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information -- but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons*, the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
ALLYSON, June	44	45	- 1
WILLIAMS, Esther	44	45	- 1
BERGMAN, Ingrid	41	50	- 9
DE HAVILLAND, Olivia	40	37	+ 3
STANWYCK, Barbara	39	41	- 2
TURNER, Lana	38	35	+ 3
COLBERT, Claudette	37	35	+ 2
GRABLE, Betty	37	40	- 3
WYMAN, Jane	37	37	-
YOUNG, Loretta	37	37	-
CRAIN, Jeanne	35	33	+ 2
HAYWORTH, Rita	34	37	- 3
GARLAND, Judy	33	(35, Summer 1949)	- 2
JONES, Jennifer	33	35	- 2
HUTTON, Betty	31	32	- 1
SHERIDAN, Ann	31	29	+ 2
CRAWFORD, Joan	29	29	-
GARDNER, Ava	29	24	+ 5
GODDARD, Paulette	28	29	- 1
HAYWARD, Susan	28	24	+ 4
RUSSELL, Rosalind	28	28	-
DAY, Doris	27	(11, Spring 1949)	+16
MAYO, Virginia	27	(15, Spring 1949)	+12
ROGERS, Ginger	27	29	- 2
SCOTT, Lizabeth	27	30	- 3
BALL, Lucille	26	25	+ 1
FONTAINE, Joan	26	25	+ 1
RUSSELL, Jane	26	23	+ 3

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
DARNELL, Linda	25	(22, Spring 1949)	+ 3
HAVER, June	25	(18, Spring 1949)	+ 7
HEPBURN, Katharine	25	(22, Winter 1948)	+ 3
TEMPLE, Shirley	25	30	- 5
BARRYMORE, Ethel	24	(18, Summer 1949)	+ 6
O'BRIEN, Margaret	23	23	-
LAMARR, Hedy	22	19	+ 3
LUPINO, Ida	22	20	+ 2
TIERNEY, Gene	22	(26, Spring 1949)	- 4
BACALL, Lauren	20	(20, Summer 1949)	-
SOTHERN, Ann	20	20	-
LEIGH, Janet	18	*	-
RUSSELL, Gail	18	(18, Summer 1949)	-
BLYTH, Ann	16	16	-
LOY, Myrna	15	(19, Spring 1949)	- 4
SULLAVAN, Margaret	14	13	+ 1
BENNETT, Joan	13	(15, Spring 1949)	- 2
HOLM, Celeste	13	(8, Spring 1949)	+ 5
SMITH, Alexis	13	(9, Spring 1949)	+ 4
WRIGHT, Teresa	13	(16, Autumn 1948)	- 3
KEYES, Evelyn	12	8	+ 4
OBERON, Merle	12	11	+ 1
DURBIN, Deanna	11	(19, Autumn 1948)	- 8
HENDRIX, Wanda	11	11	-
VERA-ELLEN	11	(5, Summer 1948)	+ 6
LYNN, Diana	10	9	+ 1
MILLER, Ann	10	(7, Summer 1949)	+ 3
EVANS, Joan	9	5	+ 4

* Not previously measured.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
GREER, Jane	9	8	+ 1
TREVOR, Claire	9	7	+ 2
DRAKE, Betsy	8	6	+ 2
HALE, Barbara	8	5	+ 3
BLAIR, Janet	7	(11, Summer 1948)	- 4
HAVOC, June	7	(8, Autumn 1948)	- 1
REED, Donna	7	(9, Autumn 1948)	- 2
WINTERS, Shelley	7	4	+ 3
CALVET, Corinne	6	4	+ 2
FLEMING, Rhonda	6	5	+ 1
MOORE, Terry	6	5	+ 1
ROMAN, Ruth	6	4	+ 2
TOREN, Marta	6	6	-
DRU, Joanne	5	5	-
LANSBURY, Angela	5	(3, Spring 1949)	+ 2
PAIGE, Janis	5	(7, Spring 1948)	- 2
DRAKE, Dona	3	*	-
DREW, Ellen	3	(2, Summer 1949)	+ 1
LINDFORS, Viveca	3	5	- 2
TOTTER, Audrey	3	(5, Autumn 1948)	- 2
BRITTON, Barbara	2	(5, Summer 1948)	- 3
CARTER, Janis	2	(4, Spring 1948)	- 2
GRAHAME, Gloria	1	(1, Summer 1949)	-
JERGENS, Adele	1	(1, Spring 1948)	-

* Not previously measured.

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
CROSBY, Bing	55	56	- 1
HOPE, Bob	55	52	+ 3
LADD, Alan	53	51	+ 2
COOPER, Gary	50	51	- 1
GRANT, Cary	50	54	- 4
PECK, Gregory	50	48	+ 2
BOGART, Humphrey	48	49	- 1
GABLE, Clark	46	47	- 1
STEWART, James	46	47	- 1
WAYNE, John	46	43	+ 3
LANCASTER, Burt	41	40	+ 1
MITCHUM, Robert	41	41	-
POWER, Tyrone	40	38	+ 2
FORD, Glenn	39	41	- 2
ANDREWS, Dana	38	37	+ 1
CAGNEY, James	38	36	+ 2
GARFIELD, John	38	43	- 5
PIDGEON, Walter	36	(36, Spring 1949)	-
MILLAND, Ray	35	39	- 4
CLIFT, Montgomery	34	33	+ 1
COTTEN, Joseph	34	32	+ 2
JOHNSON, Van	34	33	+ 1
PARKS, Larry	34	30	+ 4
SCOTT, Randolph	34	31	+ 3
BENDIX, William	33	31	+ 2
DURANTE, Jimmy	33	37	- 4
MAC MURRAY, Fred	33	31	+ 2
WIDMARK, Richard	33	31	+ 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
JOLSON, Al	32	32	-
TAYLOR, Robert	32	30	+ 2
DAILEY, Dan	31	32	- 1
YOUNG, Robert	31	29	+ 2
BARRYMORE, Lionel	30	(30, Summer 1949)	-
RAFT, George	30	28	+ 2
LAWFORD, Peter	28	27	+ 1
WILDE, Cornel	28	29	- 1
MATURE, Victor	27	(17, Spring 1949)	+10
CARSON, Jack	26	29	- 3
DOUGLAS, Kirk	26	23	+ 3
REAGAN, Ronald	26	(24, Summer 1949)	+ 2
MARX, Groucho	25	*	-
ROONEY, Mickey	24	25	- 1
HODIAK, John	23	(22, Autumn 1948)	+ 1
O'BRIEN, Pat	23	(27, Spring 1949)	- 4
DURYEA, Dan	22	(12, Spring 1949)	+10
BERLE, Milton	21	16	+ 5
SCOTT, Zachary	21	(18, Spring 1948)	+ 3
DUFF, Howard	20	19	+ 1
MADISON, Guy	20	(19, Spring 1949)	+ 1
MARTIN, Dean & LEWIS, Jerry	20	13	+ 7
CUMMINGS, Robert	19	16	+ 3
DOUGLAS, Paul	19	13	+ 6
SINATRA, Frank	19	(19, Summer 1949)	-
WELLES, Orson	19	(17, Summer 1949)	+ 2
CLARK, Dane	18	19	- 1
HUSTON, Walter	18	17	+ 1

* Not previously measured.

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1949-50)	REGULAR AUDIT (AUTUMN 1949)	DIFFERENCE
STEVENS, Mark	18	(19, Spring 1949)	- 1
HOLDEN, William	17	16	+ 1
DEREK, John	16	14	+ 2
O'CONNOR, Donald	16	(15, Spring 1949)	+ 1
AGAR, John	14	12	+ 2
AUTRY, Gene	14	(15, Spring 1949)	- 1
BOYER, Charles	13	(17, Spring 1949)	- 4
GRANGER, Farley	13	6	+ 7
MONTGOMERY, George	13	(13, Summer 1949)	-
PRICE, Vincent	13	(11, Summer 1948)	+ 2
DOUGLAS, Melvyn	12	(8, Summer 1949)	+ 4
COREY, Wendell	10	4	+ 6
CRAWFORD, Broderick	10	7	+ 3
MAC RAE, Gordon	10	*	-
FERRER, Jose	8	(5, Spring 1949)	+ 3
RYAN, Robert	8	10	- 2
IRELAND, John	7	7	-
BICKFORD, Charles	6	(9, Spring 1949)	- 3
LLOYD, Harold	6	*	-
O'BRIEN, Edmond	6	5	+ 1
COURTLAND, Jerome	5	(2, Autumn 1947)	+ 3
DE FORE, Don	5	(5, Spring 1949)	-
FERRER, Mel	3	3	-
CRONYN, Hume	2	(4, Autumn 1948)	- 2
JOHNSON, Ben	2	*	-

* Not previously measured.

CONTINUING AUDIT OF MARQUEE VALUES

Upper Price Audit

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average of 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns of 10,000 to 100,000 who on the average pay 50 cents or more. This group as a whole pays an average price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers; which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This inturn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
HOLDEN, William	16	17	- 1
MADISON, Guy	16	20	- 4
DEREK, John	15	16	- 1
PRICE, Vincent	15	13	+ 2
GRANGER, Farley	14	13	+ 1
BOYER, Charles	13	13	-
O'CONNOR, Donald	13	16	- 3
AGAR, John	12	14	- 2
DOUGLAS, Melvyn	12	12	-
MONTGOMERY, George	12	13	- 1
CRAWFORD, Broderick	11	10	+ 1
MAC RAE, Gordon	11	10	+ 1
COREY, Wendell	10	10	-
FERRER, Jose	10	8	+ 2
AUTRY, Gene	8	14	- 6
IRELAND, John	8	7	+ 1
RYAN, Robert	8	8	-
O'BRIEN, Edmond	7	6	+ 1
BICKFORD, Charles	6	6	-
LLOYD, Harold	6	6	-
COURTLAND, Jerome	5	5	-
DE FORE, Don	4	5	- 1
FERRER, Mel	3	3	-
CRONYN, Hume	2	2	-
JOHNSON, Ben	2	2	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
DARNELL, Linda	24	25	- 1
HAVER, June	24	25	- 1
LUPINO, Ida	24	22	+ 2
MAYO, Virginia	24	27	- 3
DAY, Doris	23	27	- 4
BACALL, Lauren	21	20	+ 1
LAMARR, Hedy	21	22	- 1
RUSSELL, Jane	21	26	- 5
O'BRIEN, Margaret	20	23	- 3
SOTHERN, Ann	20	20	-
TEMPLE, Shirley	19	25	- 6
BLYTH, Ann	15	16	- 1
LOY, Myrna	15	15	-
RUSSELL, Gail	15	18	- 3
SULLAVAN, Margaret	15	14	+ 1
BENNETT, Joan	14	13	+ 1
HOLM, Celeste	14	13	+ 1
LEIGH, Janet	14	18	- 4
OBERON, Merle	13	12	+ 1
SMITH, Alexis	13	13	-
WRIGHT, Teresa	13	13	-
KEYES, Evelyn	11	12	- 1
HENDRIX, Wanda	10	11	- 1
TREVOR, Claire	10	9	+ 1
DURBIN, Deanna	9	11	- 2
VERA-ELLEN	9	11	- 2
GREER, Jane	8	9	- 1
LYNN, Diana	8	10	- 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
MILLER, Ann	8	10	- 2
WINTERS, Shelley	8	7	+ 1
HALE, Barbara	7	8	- 1
HAVOC, June	7	7	-
ROMAN, Ruth	7	6	+ 1
TOREN, Marta	7	6	+ 1
DRAKE, Betsy	6	8	- 2
EVANS, Joan	6	9	- 3
BLAIR, Janet	5	7	- 2
CALVET, Corinne	5	6	- 1
FLEMING, Rhonda	5	6	- 1
LANSBURY, Angela	5	5	-
MOORE, Terry	5	6	- 1
REED, Donna	5	7	- 2
DRU, Joanne	4	5	- 1
LINDFORS, Viveca	4	3	+ 1
TOTTER, Audrey	4	3	+ 1
DRAKE, Dona	3	3	-
DREW, Ellen	3	3	-
PAIGE, Janis	3	5	- 2
BRITTON, Barbara	2	2	-
CARTER, Janis	2	2	-
GRAHAME, Gloria	1	1	-
JERGENS, Adele	1	1	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
CROSBY, Bing	54	55	- 1
PECK, Gregory	54	50	+ 4
HOPE, Bob	51	55	- 4
COOPER, Gary	50	50	-
GRANT, Cary	50	50	-
LADD, Alan	48	53	- 5
BOGART, Humphrey	47	48	- 1
STEWART, James	47	46	+ 1
GABLE, Clark	46	46	-
WAYNE, John	44	46	- 2
POWER, Tyrone	41	40	+ 1
MITCHUM, Robert	40	41	- 1
ANDREWS, Dana	39	38	+ 1
LANCASTER, Burt	39	41	- 2
GARFIELD, John	38	38	-
PIDGEON, Walter	38	36	+ 2
FORD, Glenn	37	39	- 2
CAGNEY, James	36	38	- 2
COTTEN, Joseph	36	34	+ 2
MILLAND, Ray	36	35	+ 1
CLIFT, Montgomery	35	34	+ 1
TAYLOR, Robert	34	32	+ 2
WIDMARK, Richard	34	33	+ 1
BARRYMORE, Lionel	33	30	+ 3
MAC MURRAY, Fred	33	33	-
PARKS, Larry	32	34	- 2
JOHNSON, Van	31	34	- 3
SCOTT, Randolph	31	34	- 3

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
BENDIX, William	30	33	- 3
DAILEY, Dan	30	31	- 1
DURANTE, Jimmy	30	33	- 3
JOLSON, Al	30	32	- 2
YOUNG, Robert	30	31	- 1
DOUGLAS, Kirk	28	26	+ 2
RAFT, George	28	30	- 2
MATURE, Victor	26	27	- 1
WILDE, Cornel	26	28	- 2
LAWFORD, Peter	25	28	- 3
REAGAN, Ronald	25	26	- 1
HODIAK, John	24	23	+ 1
CARSON, Jack	23	26	- 3
O'BRIEN, Pat	23	23	-
MARX, Groucho	22	25	- 3
SCOTT, Zachary	22	21	+ 1
DUFF, Howard	21	20	+ 1
DURYEA, Dan	21	22	- 1
HUSTON, Walter	21	18	+ 3
CUMMINGS, Robert	20	19	+ 1
DOUGLAS, Paul	20	19	+ 1
ROONEY, Mickey	20	24	- 4
WELLES, Orson	20	19	+ 1
BERLE, Milton	19	21	- 2
CLARK, Dane	19	18	+ 1
MARTIN, Dean & LEWIS, Jerry	18	20	- 2
SINATRA, Frank	17	19	- 2
STEVENS, Mark	17	18	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1949-50)	REGULAR AUDIT (WINTER 1949-50)	DIFFERENCE
HOLDEN, William	16	17	- 1
MADISON, Guy	16	20	- 4
DEREK, John	15	16	- 1
PRICE, Vincent	15	13	+ 2
GRANGER, Farley	14	13	+ 1
BOYER, Charles	13	13	-
O'CONNOR, Donald	13	16	- 3
AGAR, John	12	14	- 2
DOUGLAS, Melvyn	12	12	-
MONTGOMERY, George	12	13	- 1
CRAWFORD, Broderick	11	10	+ 1
MAC RAE, Gordon	11	10	+ 1
COREY, Wendell	10	10	-
FERRER, Jose	10	8	+ 2
AUTRY, Gene	8	14	- 6
IRELAND, John	8	7	+ 1
RYAN, Robert	8	8	-
O'BRIEN, Edmond	7	6	+ 1
BICKFORD, Charles	6	6	-
LLOYD, Harold	6	6	-
COURTLAND, Jerome	5	5	-
DE FORE, Don	4	5	- 1
FERRER, Mel	3	3	-
CRONYN, Hume	2	2	-
JOHNSON, Ben	2	2	-

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